

CLAIMS

What is claimed is:

1 1. A method comprising:

2 receiving information regarding a plurality of different entertainment programs and a
3 plurality of different upgraded media features associated with each entertainment program;

4 displaying at a user terminal a list of entertainment programs and, for each entertainment
5 program, a plurality of different upgraded media features;

6 transmitting an entertainment program selection together with one or more upgraded
7 media feature selections from the displayed plurality to an entertainment program provider;

8 receiving the selected entertainment program with the selected upgraded media features.

1 2. The method of claim 1 wherein receiving information comprises receiving information
2 regarding costs for each of the plurality of different upgraded media features and wherein
3 displaying comprises displaying the costs.

1 3. The method of claim 1 further comprising:

2 receiving an entertainment selection and an upgraded media feature selection from a user
3 through the user terminal; and wherein

4 transmitting the selections comprises transmitting the selections received from the user.

1 4. The method of claim 3 wherein the user selection is received by interpreting signals
2 transmitted from a user infrared transmitter.

1 5. The method of claim 1 wherein the plurality of different upgraded media features comprises
2 at least one of video resolution upgrades, audio quality upgrades, audio channel upgrades, a
3 recordable version, and an increased access rate for an interactive event.

1 6. The method of claim 1 wherein receiving information comprises receiving information
2 regarding available programming transmission sources for the plurality of different upgraded
3 media features and wherein displaying comprises displaying an identification of the
4 programming transmission sources.

1 7. The method of claim 6 wherein the programming transmission sources comprise at least one
2 of local television stations, local radio stations, satellite broadcasters, coaxial cable broadcasters,
3 and interactive sites on the internet.

1 8. The method of claim 7 wherein the programming transmission sources further comprise at
2 least one of video tape, video disk and audio disk.

1 9. The method of claim 1 wherein receiving information comprises receiving information from a
2 server system that is in communication with a plurality of programming transmission sources
3 and wherein transmitting the selections comprises transmitting the selections to the server
4 system.

1 10. The method of claim 9 wherein receiving the selected entertainment program comprises
2 receiving the selected entertainment program with the selected upgraded media features from one
3 of the plurality of programming transmission sources.

1 11. The method of claim 10 wherein the upgraded media feature comprises at least one of a
2 video upgrade, an audio upgrade, a recordable version, and an increased access rate for an
3 interactive event.

1 12. The method of claim 1 wherein receiving the selected entertainment program comprises
2 receiving the selected entertainment program from one of a plurality of programming
3 transmission sources and the plurality of programming transmission sources include at least one
4 of cable television, antenna reception, satellite reception, mini-dish satellite reception, telephone
5 dial-up service, and Internet access.

1 13. The method of claim 1 wherein receiving the selected entertainment program comprises
2 receiving a token from an appropriate one of a plurality of programming transmission sources,
3 the token enabling the reception of the selected entertainment program with the upgraded media
4 feature.

1 14. A machine readable medium having stored thereon data representing sequences of
2 instructions which when executed by a processor, cause the processor to:
3 receive information regarding a plurality of different entertainment programs and a
4 plurality of different upgraded media features associated with each entertainment program;
5 display at a user terminal a list of entertainment programs and, for each entertainment
6 program, the plurality of different upgraded media features;
7 transmit an entertainment program selection together with one or more upgraded media
8 feature selections from the displayed plurality to an entertainment program provider;
9 receive the selected entertainment program with the selected upgraded media features.

1 15. The machine readable medium of claim 14 wherein the instructions further cause the
2 processor to receive information regarding costs for the plurality of different upgraded media
3 features and display the costs.

1 16. The machine readable medium of claim 14 wherein the plurality of different upgraded media
2 features comprise at least one of video resolution upgrades, audio quality upgrades, audio
3 channel upgrades, a recordable version, and an increased access rate for an interactive event.

1 17. The machine readable medium of claim 1 wherein the instructions further cause the
2 processor to receive information regarding available programming transmission sources for the
3 plurality of different upgraded media features and display an identification of the programming
4 transmission sources.

1 18. The machine readable medium of claim 17 wherein the programming transmission sources
2 comprise at least one of local television stations, local radio stations, satellite broadcasters,
3 coaxial cable broadcasters, and interactive sites on the internet.

1 19. The machine readable medium of claim 18 wherein the programming transmission sources
2 further comprise at least one of video tape, video disk and audio disk.

1 20. The machine readable medium of claim 14 wherein the instructions further cause the
2 processor to receive information from a server system that is in communication with a plurality
3 of programming transmission sources and transmit the selections to the server system.

1 21. The machine readable medium of claim 20 wherein the instructions further cause the
2 processor to receive the selected entertainment program with the selected upgraded media
3 features from one of the plurality of programming transmission sources.

1 22. The machine readable medium of claim 14 wherein the instructions further cause the
2 processor to receive the selected entertainment program from one of a plurality of programming
3 transmission sources and the plurality of programming transmission sources include at least one
4 of cable television, antenna reception, satellite reception, mini-dish satellite reception, telephone
5 dial-up service, and Internet access.

1 23. The machine readable medium of claim 14 wherein the instructions further cause the
2 processor to receive a token from an appropriate one of a plurality of programming transmission
3 sources, the token enabling the reception of the selected entertainment program with the
4 upgraded media feature.

1 24. A method comprising:

2 transmitting information regarding a plurality of different entertainment programs and a
3 plurality of different upgraded media features associated with each entertainment program to a
4 plurality of client systems;

5 receiving an entertainment program selection together with one or more upgraded media
6 feature selections from at least one of the plurality of client systems;

7 providing the client system with access to receive the selected entertainment program
8 with the selected upgraded media features.

1 25. The method of claim 24 wherein providing the access comprises:

2 instructing at least one of a plurality of programming transmission sources to transmit the
3 selected entertainment program with the upgraded media feature to the client system.

1 26. The method of claim 24 wherein providing the access comprises:

2 providing a token from an appropriate one of a plurality of programming transmission
3 sources to the client system, the token enabling the client system to receive the selected
4 entertainment program with the upgraded media feature.

1 27. The method of claim 24 wherein the transmitting information comprises transmitting
2 information regarding costs for the plurality of different upgraded media features.

1 28. The method of claim 24 wherein the plurality of different upgraded media features
2 comprises at least one of video resolution upgrades, audio quality upgrades, audio channel
3 upgrades, a recordable version, and an increased access rate for an interactive event.

1 29. The method of claim 24 wherein transmitting information comprises transmitting
2 information regarding available programming transmission sources for the plurality of different
3 upgraded media features.

1 30. The method of claim 29 wherein the programming transmission sources comprise at least
2 one of local television stations, local radio stations, satellite broadcasters, coaxial cable
3 broadcasters, and interactive sites on the internet.

1 31. A machine readable medium having stored thereon data representing sequences of
2 instructions which when executed by a processor, cause the processor to:
3 transmit information regarding a plurality of different entertainment programs and a
4 plurality of different upgraded media features associated with each entertainment program to a
5 plurality of client systems;
6 receive an entertainment program selection together with one or more upgraded media
7 feature selections from at least one of the plurality of client systems;
8 provide the client system with access to receive the selected entertainment program with
9 the selected upgraded media features.

1 32. The machine readable medium of claim 31 wherein the instructions further cause the
2 processor to instruct at least one of a plurality of programming transmission sources to transmit
3 the selected entertainment program with the upgraded media feature to the client system.

1 33. The machine readable medium of claim 31 wherein the instructions further cause the
2 processor to provide a token from an appropriate one of a plurality of programming transmission
3 sources to the client system, the token enabling the client system to receive the selected
4 entertainment program with the upgraded media feature.

1 34. The machine readable medium of claim 31 wherein the instructions further cause the
2 processor to transmit information regarding costs for the plurality of different upgraded media
3 features.

35. The machine readable medium of claim 34 wherein the plurality of different upgraded media features comprises at least one of video resolution upgrades, audio quality upgrades, audio channel upgrades, a recordable version, and an increased access rate for an interactive event.

36. The machine readable medium of claim 31 wherein the instructions further cause the processor to transmit information regarding available programming transmission sources for the plurality of different upgraded media features.

37. The machine readable medium of claim 36 wherein the programming transmission sources comprise at least one of local television stations, local radio stations, satellite broadcasters, coaxial cable broadcasters, and interactive sites on the internet.